

# "THE MAGIC LAMP OF INTUITIVE SERVICES"





Organizations are rapidly recognizing the need of finding innovative ways to create new value propositions. Propositions which will go beyond creating customer delight and initiate new business models by anticipating the latent needs of the consumers. Propositions which will open-up a whole new market segment. Therefore, it is required to get a deeper understanding of “consumer behavior” (pretty much the same marketing management chapter which we breezed through, as fundamentals don’t change).

In the digital world today, personalized information and event-based offerings knocks the door of the consumer to lure them to what they may need, even before they realize that they need it. A myriad of options to analyze the consumer behavior are now possible in real time. They are enabled with powerful game changing technologies such as Natural Language Processing, Data Analytics, Artificial Intelligence, Cognitive Computing and Biometrics to name a few.

For organizations, looking for the next consumer idea is easier said than done. The balance between operational imperatives and strategic outreach is a delicate one. Prioritization and strategic answers are rarely straight-forward. What should be the organization structure for innovation? What should be the culture? Which capabilities must be shaped internally?

Building organizations that continuously innovate and adapt is not about resources, technology infrastructure or framework around them. Future ready organizations need to be modular and agile with plug-n-play options. They need to follow multiple “idea-experiment-scale” cycles and these

cycles must not be conducive to fixed assets. Also, many successful industry unicorns have proven that one can build uber businesses (Pun Intended!) without being asset heavy but being consumer focused.

On the same plane, technology has been a catalyst in democratizing consumer centric innovation. Paying for resources in a flexible consumption-based model, with little capital blocked upfront, enables innovation. This empowers an organization, not only to focus on its core priorities, but also allows it to quickly adopt new evolving technologies, know-how and best in breed options.



The magic lamp of services is omnipresent. The examples are abundant. Salesforce, Adobe, Workday provides Platform-as-a-Service, the list goes on. SAP and Oracle have integrated database management along with platform services. Amazon Web Services, Microsoft Azure and Google Cloud provides multiple models for Storage, Infrastructure and Analytics as-a-Service. WeWork and MakeOffices offer flexible office spaces. Just-in-Time Executive Services are finding a market not only with startups, but also with Fortune 1000s. These short term CXOs are being provided by specialist consulting focused

organization such as CXO Services Co., Cerius, etc. to tackle the immediate issue and opportunities. Automobiles, Jets, Windmills, Power by the clock contracts and shared assets provide a win-win. The list of every amenity you can think of being available as a service is maturing rapidly.

With access to asset-light services, the new, lean and nimble players can quickly scale with disruptive value propositions. Fortune 500s, therefore, must take a hard look at their ownership of non-essentials and channelize all focus on

re-inventing value propositions to remain competitive. It is imperative for enterprises to harness on-demand services with a secure but flexible core structure. While strategic focus, plug-n-play architecture and security would be required by organizations, the key will be the adaptive culture to pivot into this new age.

The proverbial "magic lamp" of intuitive services offers equal opportunities to new players as well as established ones. The key question for all enterprises is – are we exploiting the magic lamp to invoke the on-demand services Genie, to leapfrog into the new world order?

## About the author



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Anupama is a New York based Senior Engagement Manager, focused on strengthening key relationships with Strategic Financial Services Clients. She has over 23 years of experience across Application Development, Delivery Implementation, Presales, Business and IT Strategy across US, India, Australia. This experience fortified with an immersive program at MIT Sloan Fellow in Innovation and Global Leadership, she brings to the table innovative thought leadership, on Strategic IT solutions, to drive Business and Digital transformation.

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